

ASICO

PR Report
November 2025

Online Coverage

Month	Publication	Genre	Circulation	Description	Coverage	Advertising Value (AED)	PR Value (AED)
November 2025	Zawya	Real Estate	1.6m	Sultan Al Suwaidi appointed as Head of Plot Division	Full Page	15,000	45,000
November 2025	Finance Mkt	Real Estate	N/A	Sultan Al Suwaidi appointed as Head of Plot Division	Full Page	N/A	N/A
November 2025	Emirates Reporter Instagram	Business	828	Sultan Al Suwaidi appointed as Head of Plot Division	Full Page	N/A	N/A
November 2025	The National	General News	4.9m	Commentary from Ahmed Al Suwaidi on Dubai road upgrades	½ page	15,000	45,000
November 2025	Construction Business News ME	Construction Business	27,400	Sultan Al Suwaidi appointed as Head of Plot Division	Full Page	6,000	18,000

Month	Publication	Genre	Circulation	Description	Coverage	Advertising Value (AED)	PR Value (AED)
November 2025	X Construction Business News	Construction	5.1K	ASICO Development appoints Salah Baleed	Full Page	N/A	N/A
November 2025	Zawya	Real Estate	1.6m	ASICO Development implements BIM	Full Page	15,000	45,000
	TOTAL PR VALUE						354,000

Zawya: <https://www.zawya.com/en/press-release/companies-news/asico-appoints-sultan-al-suwaidi-as-head-of-plot-division-npd5pi7z>

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ASICO, one of the UAE's leading real estate, is pleased to announce the appointment of Mr. Sultan Al Suwaidi as Head of Plot Division. Image courtesy: ASICO

UAE

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UAE

ASICO appoints Sultan Al Suwaidi as Head of Plot Division

With this new appointment, Mr. Al Suwaidi will lead all operations related to land and plot transactions

Press Release

November 3, 2025



Dubai, UAE; ASICO, one of the UAE's leading real estate and property development companies, is pleased to announce the appointment of Mr. Sultan Al Suwaidi as Head of Plot Division.

With this new appointment, Mr. Al Suwaidi will lead all operations related to land and plot transactions, overseeing strategy, client relations, and development opportunities across the UAE. His expertise and leadership will play a key role in strengthening ASICO's position as a trusted partner in the plot sector, a core segment of the company's expanding real estate portfolio.

Known for his deep market knowledge and strong network within the UAE's property landscape, Mr. Al Suwaidi brings both experience and a forward-looking vision to the role. He will be responsible for guiding clients through the full process of land acquisition, investment, and development, ensuring transparency, efficiency, and exceptional service at every step.

"I'm honoured to take on this new position at ASICO and to contribute to the company's continued growth in the plots sector," said Mr. Al Suwaidi. Our goal is to make the process of buying and selling land as seamless and rewarding as possible for our clients, while

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 Bitcoin 92,952 -520.00 (-0.56%)

 Ethereum 3,184.5 -4.70 (-0.15%)

 S&P 500 Index 6,852.6 -1.90 (-0.03%)

 US 100 Cash CFD 25,593

Business, top

ASICO appoints Sultan Al Suwaidi as Head of Plot Division

With this new appointment, Mr. Al Suwaidi will lead all operations related to land and plot transactions

3 November 2025

ASICO has announced the appointment of Sultan Al Suwaidi as the Head of the Plot Division. This strategic move places Mr. Al Suwaidi in a leadership role where he will oversee all operations related to land and plot transactions.

The appointment is expected to bring focused expertise to the division, which handles critical aspects of land management and real estate dealings. Mr. Al Suwaidi's new responsibilities include directing the division's activities, ensuring efficient processing of transactions, and maintaining high standards in land-related operations.

This decision underscores ASICO's commitment to strengthening its organizational structure and enhancing its capabilities in the plot division. By appointing an experienced professional like Mr. Al Suwaidi, ASICO aims to streamline processes and improve service delivery in land and plot matters.

The role involves coordination with various stakeholders to facilitate smooth and transparent transactions. Mr. Al Suwaidi's leadership is anticipated to contribute to the division's growth and alignment with ASICO's broader business objectives.

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NEWS UPDATE

APPOINTMENT: Sultan Al Suwaidi Joins ASICO as Head of Plot Division

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The upgrades are "extremely significant, both strategically and economically," Ahmed Al Suwaidi, chairman of Dubai-based real estate developer and design consultancy Asico, said.

"This is not just a maintenance programme: it is transformative infrastructure intended to support continued population and economic growth while improving freight and commuter flows."

"The E311 and E611 roads are the backbone of the UAE's national road network, connecting industry, logistics and people," said Martin Tillman, a transport expert in Dubai and founder of TMP Consult. "Improving capacity on these routes will further improve inter-emirate connectivity and help enable future growth. The key is to align these improvements with existing and emerging public transport systems to keep the UAE connected and moving efficiently."

Suhail Al Mazrouei, Minister of Energy and Infrastructure, said addressing traffic congestion was a national priority.

The National (Continued):

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Challenges ahead

Mr Al Suwaidi said challenges of the project include right of way and relocation of utilities, traffic management and diversions while works progress; building complex interchanges; co-ordination across agencies and Emirates; and cost pressures given global construction markets are volatile.

“All this can be mitigated by strong programme governance, modular delivery packages to attract multiple contractors, intelligent traffic modelling up front, and pre-emptive utility programmes. The announcement signals a multi-year, multi-project rollout to 2030, so the government can sequence works to reduce risk,” he said.

“Building roads alone will not sustainably solve congestion. Roads increase capacity in the short term, but long-term congestion requires a multi-pronged approach,” he said, pointing to the UAE’s rail and bus plans.

Mr Al Suwaidi also said it was important to address pinch points in the roads, use data and “digital twins” so the actual new road will operate efficiently and ensure procurement and contracts allocate risk sensibly.

Construction Business News ME: <https://www.cbnme.com/news/asico-appoints-sultan-al-suwaidi-as-head-of-plot-division/>

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NEWS

ASICO Appoints Sultan Al Suwaidi As Head Of Plot Division

By CBNME EDITORIAL | November 12, 2025

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Mr. Sultan Al Suwaidi as Head of Plot Division

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ASICO announces the appointment of Mr. Sultan Al Suwaidi as Head of Plot Division

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With this new appointment, Mr. Al Suwaidi will lead all operations related to land and plot transactions, overseeing strategy, client relations, and development

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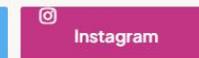
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"I'm honoured to take on this new position at [ASICO](#) and to contribute to the company's continued growth in the plots sector," said Mr. Al Suwaidi. Our goal is to make the process of buying and selling land as seamless and rewarding as possible for our clients, while continuing to uphold the high standards ASICO is known for."

Mr. Al Suwaidi invites clients, investors, and partners to reach out to him for any plot-related enquiries or opportunities.

ASICO Real estate project UAE



And Property Management Mandate For Expo City Dubai

November 28, 2025



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November 28, 2025



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PERSON

Sultan Al Suwaidi

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Summary

Overview

CB Rank (Person)

50,733

Primary Job Title
Head of Plot Division

Primary Organization
 ASICO Real Estate

Location
Dubai, Dubai, United Arab Emirates

Regions
Europe, Middle East, and Africa (EMEA), Gulf Cooperation Council (GCC), Middle East

Gender
Male

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Ask me about Crunchbase data



Property Time: https://api.propertytime.ae/wp-content/uploads/2025/11/PT-Magazine_October-2025.pdf

EDITOR'S NOTE

TRUST BY DESIGN: KUNAL PURI AND DUBAI'S MOST TRUSTED BROKERAGES



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 Director of Real Estate - ASICO



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INTERVIEW

PT

OCTOBER 2025 | ISSUE 81
VOLUME 2

Text: Malak Saleh
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STRATEGY, TRUST, AND INSTINCT

BINESH BABU PANICKER CATCHES UP WITH
WAIL ABUALHAMAIL, DIRECTOR OF REAL ESTATE AT ASICO.

Dubai's property market is fast, complex, and full of opportunities. Million-dirham deals, off-plan developments, and a mix of global and local investors make it a high-stakes game. At the center of this market is Wail Abualhamail, Director of Real Estate at ASICO, who works directly with brokers, developers, and investors to make deals happen. He is the link between developers and the agents who sell their projects, helping brokers understand which inventory they can access, which developers pay reliably, and how to manage payments and commissions. In this conversation with *Property Time*, Wail shares how he builds trust, creates systems for brokers, plans for cash flow, and why human judgment remains essential even as AI and technology play a bigger role in real estate.

Many new people enter real estate thinking they can start a company and succeed immediately, but some shut down within a few

months. Why does that happen? That happens because they don't understand the business. Some people think they can start a company tomorrow and it will work, but they don't know how brokerage works, how to manage payments, how to manage relationships. Just like currency only works if people trust the system, brokerage only works if there is a clear process everyone agrees on. You need a strategy. Know which inventory you can get, which developers pay on time, how long it takes to receive money. I always pay brokers only when money is in the company account. Being clear from day one avoids misunderstandings and helps the business last.

Some companies offer brokers immediate payouts after closing deals, sometimes within 24 hours, for a small fee. Would you do that? I wouldn't. It adds unnecessary risk. What if 90 days pass and the payment doesn't come? Then the

company has to cover it. Planning ahead is better than reacting. If you have one deal every month, you will get paid regularly. Each deal may take a few months to close, but once it does, it continues. That is how you create continuity.

How do you manage brokers and commissions with different developers? You need to know who pays fast, who pays late. Some big developers pay after six months, even one year. My rule is simple. I pay brokers only when the money is in the company account. Some developers, like Emaar, pay very well. You get half the commission when the company receives payment, and the rest soon after. Others pay within a week, some six months. Being clear from day one avoids misunderstandings.

How should brokers manage their personal budgets if payments are delayed? Treat your work like a business.



Budget first for rent, mortgage, car, holidays. Anything left is for savings or investments. One deal every 30 days means you get paid every month. You have to be organized and plan.

Some brokers get upset even over one-day delays. How do you handle that? Delays happen. I accept it, but I don't make exceptions for every case. Bending rules creates complications and more risk. I build the system for the majority. Brokers must be organized and manage their own payables and

receivables. I can guide them, but I cannot manage their personal lives.

Technology and AI are playing a bigger role in real estate. How do they fit into this system? Technology is helpful. AI can look at data, see trends, and forecast. It can help with follow-ups and analysis. But it cannot replace human interaction. When I meet a client for a multi-million-dirham property, they first need to trust me. AI cannot negotiate, read the client, or build a relationship. Those things need a person.

Some companies are developing AI that mimics agents completely. Could that work? No, not really. If the client thinks they are talking to a machine, you lose trust. AI can support and help in the background, but confidence and connection must come from a real person.

You mentioned AI cannot replicate human instincts. How important are emotions like fear and greed in shaping Dubai's property market? Very important. Greed is seeing opportunity before others. Fear is panic selling. During COVID, I sold a townhouse for 860,000 dirhams, the cheapest I ever sold. The client bought with courage. Now that townhouse is premium. The client made four to five times their investment. Market psychology is as important as numbers. You have to understand the human side.

Many buyers prefer paying cash outright. How should investors think about leverage? Freezing all your cash in one property is not smart. Use a mortgage, invest the rest elsewhere. Rental income or returns from other assets can cover the mortgage. A good broker helps clients think beyond commissions and focus on long-term value.

There is talk about bubbles in Dubai's market. Should buyers worry? A bubble is when prices do not match value. Some compare Dubai to 2008, but that was a US mortgage crisis. Dubai's beachfront and Palm Jumeirah properties are still competitive globally. Demand behind new launches is real. Prices may go up and down, but fundamentals are strong. I don't see a crash coming. ⬇️

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Yardscape, has released new findings underscoring the powerful impact of professional landscaping on property value, energy efficiency, and buyer perception. Image courtesy: Yardscape

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REAL ESTATE

Yardscape reveals how strategic landscaping is driving up property values across the UAE

landscaping is proving to be one of the most effective long-term investments

Press Release

November 20, 2025



Dubai, UAE: Yardscape, one of the UAE's leading landscaping and outdoor enhancement companies, has released new findings underscoring the powerful impact of professional landscaping on property value, energy efficiency, and buyer perception. As homeowners and investors increasingly look for high-return improvements, landscaping is proving to be one of the most effective long-term investments.

While many property owners focus on interior upgrades, Yardscape highlights that exterior landscaping, when designed and executed professionally, can deliver some of the highest returns in the market. Beyond aesthetics, it enhances functionality, sustainability, and overall liveability.

Yardscape notes that the front yard remains one of the strongest determinants of buyer impression. Clean pathways, healthy flower beds, and well-maintained lawns create instant visual impact, signalling care, maintenance, and quality. Properties with strong curb appeal consistently sell faster and command higher prices, according to industry data.

Professional landscaping can boost a property's market value by up to 15%, particularly when incorporating high-value features such as patios, outdoor lighting, pergolas, decks, and retaining walls. These elements not only elevate aesthetics but also extend functional living

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13 جمادى الآخرة 1447 هـ ، 4 ديسمبر 2025 م



كشفت شركة ياردسكيب، نتائج جديدة تؤكد التأثير الكبير لتنسيق الحدائق الاحترافي على قيمة العقارات وكفاءة الطاقة وانطباع المشترين. ومع تزايد اهتمام أصحاب المنازل والمستثمرين بتحسينات ذات عائد مرتفع، يثبت تنسيق الحدائق أنه أحد الاستثمارات طويلة الأمد الأكثر فعالية.

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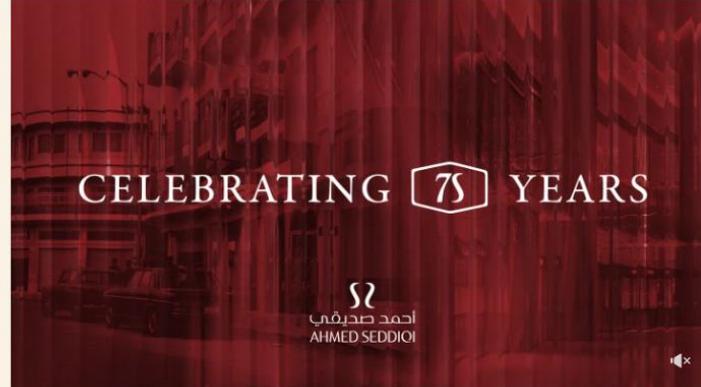


الفئة السابعة
"سهيل"

اكتشف المزيد

BMW Middle East سيارة مستوحاة من نجم سهيل، رمز الإلهام والبهاء، تجسد الفئة السابعة "سهيل" تفرد التصميم وفخامة التفاصيل في إصدار حصري يضم 50 تحفة فقط حول العالم.

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في حين يركز العديد من مالكي العقارات على تحسينات داخلية، تبرز ياردسكيب أن تنسيق الحدائق الخارجي، عند تصميمه وتنفيذه باحترافية، يمكن أن يحقق بعض أعلى العوائد في السوق. فبالإضافة إلى الجوانب الجمالية، يعزز التنسيق الخارجي الوظائف والاستدامة وجودة المعيشة بشكل عام.



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BMW Middle East سيارة مستوحاة من نجم سهيل، رمز الإلهام والبهاء، تجسد الفئة السابعة "سهيل" تفرد التصميم وقخامة التفاصيل في إصدار حصري يضم 50 تحفة فقط حول العالم.

تشير ياردسكيب إلى أن الحديقة الأمامية تظل أحد أقوى عوامل تكوين انطباع المشتريين. فالممرات التنظيفة، وأبيرة الزهور الصحية، والمساحات الخضراء المصانة جيدًا أحدث تأثيرًا بصريًا فوريًا، وتدلل على الاهتمام والصيانة والجودة. ووفقًا لبيانات الصناعة، فإن العقارات التي تتمتع بمجاذبية عالية للبيع بسرعة أكبر وتحقق أسعارًا أعلى.

يمكن أن يزيد التنسيق الاحترافي للحدائق من قيمة العقار في السوق بنسبة تصل إلى 15٪، خاصة عند دمج عناصر عالية القيمة مثل الفترشات، والإضاءة الخارجية، والبرجولات، والأسطح، والجدران الاستنادية. فهذه العناصر لا تعزز الجماليات فقط، بل توسع أيضًا مناطق المعيشة العملية، مما يجعل المنازل أكثر جاذبية للمشتريين والمستثمرين. وتولد مشاريع تنسيق الحدائق عادةً عائداً استثماريًا رائعًا يتراوح بين 100٪ و200٪، مما يجعلها واحدة من أقوى طرق زيادة القيمة.

وقال محمد السويدي، مدير تطوير العقارات في شركة ASICO: "أصبحت المساحة الخارجية من أكثر العناصر المطلوبة في سوق العقارات اليوم. فالتنسيق الاحترافي للحدائق يحوّل العقارات إلى أصول طويلة الأمد، مع رفع جودة الحياة والعائد المالي على حد سواء."

وتساهم الأشجار والشجيرات الموضوعة بشكل استراتيجي أيضًا بشكل كبير في خفض تكاليف الطاقة المنزلية. ففي الصيف، توفر الظلال الطبيعية تبريدًا للجدران والنوافذ، بينما تساعد الشجيرات والهيكل النباتية في الشتاء على حماية المنزل من الرياح القاسية. وتؤكد ياردسكيب أن عناصر مثل البرجولات، ومدافع الحديقة، والمطابخ الخارجية تحوّلت من إضافات اختيارية إلى ضروريات للمعيشة العصرية.

يلعب تنسيق الحدائق أيضًا دورًا مهمًا في تعزيز الخصوصية والأمان. فالتخطيط المدروس للأسيجة والأشجار

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Salah Baleed. Image Courtesy: ASICO Development

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REAL ESTATE

ASICO Development appoints Salah Baleed as Director of Engineering

In his new role, Salah will oversee all engineering functions at ASICO Development

Press Release

November 3, 2025



Dubai, UAE – ASICO Development is proud to announce the appointment of Salah Baleed as Director of Engineering, a strategic addition to the company's leadership team as it continues to strengthen its engineering and development capabilities across the UAE.

In his new role, Salah will oversee all engineering functions at ASICO Development, ensuring that the company's projects are executed to the highest standards of quality, innovation, and sustainability. He will play a key role in driving technical excellence, enhancing operational efficiency, and supporting the company's vision of delivering world-class developments that redefine modern living.

"We are delighted to welcome Salah Baleed to ASICO Development," said Wail Abualhamail, Director of Real Estate at ASICO. "His technical expertise and leadership will further elevate our engineering standards and reinforce our commitment to building with integrity and innovation."

Commenting on the appointment, Salah Baleed said: "It's an honour to join ASICO Development and contribute to its ambitious vision for growth. I look forward to leading a talented engineering team and ensuring that our projects continue to set new benchmarks for

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talented engineering team and ensuring that our projects continue to set new benchmarks for quality and performance.”

ASICO Development remains committed to investing in top-tier talent and advanced engineering solutions that drive progress and sustainability in the UAE’s real estate and construction sector.

For enquiries, please contact: info@asico.ae or call +971 600 527 426

About ASICO Development

ASICO Development is a full-service real estate developer and design consultancy based in Dubai. The firm specializes in architectural design, project development, and master planning, delivering innovative and sustainable solutions across the UAE’s evolving real estate landscape.

For media enquiries, please contact:

Sarah Alexandra Morris
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By Priyanka Raina

Posted on November 4, 2025

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Baleed will play a pivotal role in driving technical excellence, enhancing operational efficiency, and supporting the company's vision of delivering world-class developments that redefine modern living



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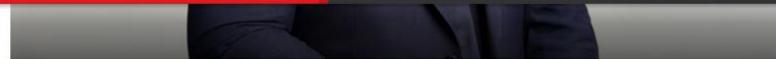
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Full-service real estate developer and design consultancy ASICO Development has announced the appointment of Salah Baleed as Director of Engineering. The firm said the move strengthens its engineering and development capabilities across the UAE.

In his new role, Baleed will oversee all engineering functions at ASICO Development. His primary responsibility will be to ensure that the company's projects are executed to the highest standards of quality, innovation, and sustainability. Baleed will play a pivotal role in driving technical excellence, enhancing operational efficiency, and supporting the company's vision of delivering world-class developments that redefine modern living.

"We are delighted to welcome Salah Baleed to ASICO Development," said Wail Abualhamail, Director of Real Estate at ASICO. "His technical expertise and leadership will further elevate our engineering standards and reinforce our commitment to building with integrity and innovation."



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Baleed commented, "It's an honour to join ASICO Development and contribute to its ambitious vision for growth. I look forward to leading a talented engineering team and ensuring that our projects continue to set new benchmarks for quality and performance."

ASICO Development remains steadfast in its commitment to investing in highly skilled professionals and engineering solutions that propel progress and sustainability in the UAE's real estate and construction sectors.

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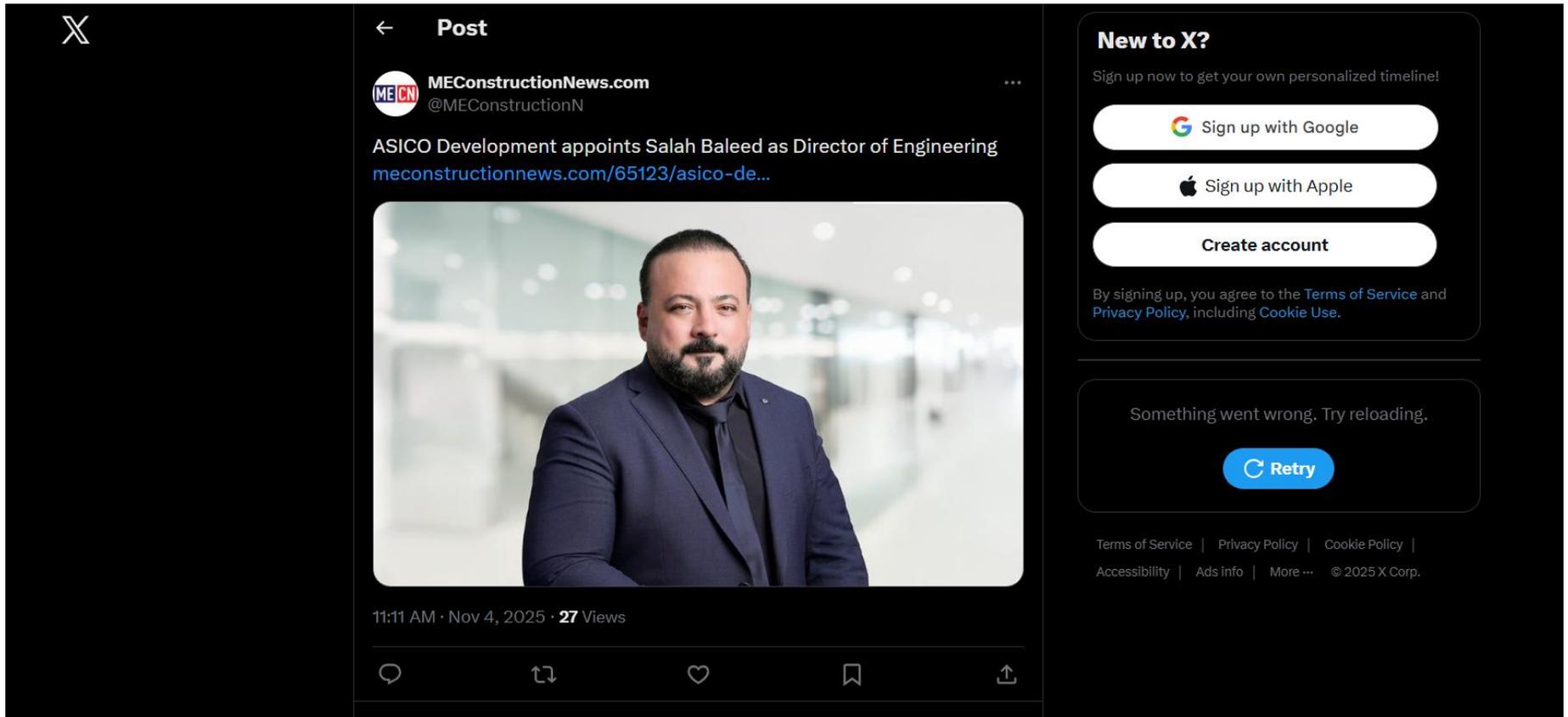


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ASICO is rolling out BIM across all new development projects as part of a phased digital engineering strategy. Image Courtesy: ASICO Developments

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REAL ESTATE

ASICO Development launches BIM program for all upcoming projects in compliance with Dubai Municipality standards

Marking a major step in the company's digital transformation journey

Press Release

November 25, 2025



Dubai, UAE – ASICO Development announced today the official launch of its Building Information Modeling (BIM) program for upcoming projects, marking a major step in the company's digital transformation journey and reinforcing its commitment to quality, efficiency, and regulatory compliance.

BIM: A Strategic Investment for Smarter, More Efficient Development

Building Information Modeling is now considered one of the most impactful tools in modern real estate development. By creating a unified digital model that integrates design, construction sequencing, cost data, sustainability analysis, and operational information, BIM provides:

- Early clash detection and reduction of design errors
- More accurate cost and quantity management
- Clear visualization of the construction timeline
- Improved design quality and coordination among consultants and contractors
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